Exploring Census Data Webinar Series: New Businesses

An Exploratory Dive Into New Business Data From the Census Bureau

August 11, 2020

Presented by: **Adam Grundy and Caleb Hopler**

US Census Bureau

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Exploring Census Data Webinar Series

- Monthly webinars on key topics
- Follows real-life use cases
- Presented by Census subject matter experts
- Includes Q&A
- Recorded and posted for later reference
- Learn more at: https://www.census.gov/academy
- View 2019 webinar series materials at: https://www.census.gov/data/academy/webinars.html

Exploring Census Data Webinar Series

Topic:	Date:
Transportation	March 31, 2020
Finance	April 28, 2020
Education	May 27, 2020
Economic Geography	June 16, 2020
Emerging Technologies	July 21, 2020
New Businesses	August 11, 2020
Hidden Gems	September 22, 2020

SAVE THE DATE: All webinars are **FREE** and start 2:00pm, ET. No registration required – Log in details will be provided 24-48 hours prior to the event. For more information, please contact the Data User & Trade Outreach Branch at 800-242-2184 or ewd.outreach@census.gov

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Objectives

- Gain awareness of available Census data, data tools, and programs pertaining to the topic of new businesses
- Learn about how Census data can help you in expanding your business or industry

census.gov

- To obtain an archived copy, visit census.gov / Explore Data / Census Academy
- Find stories and free visualizations under ‘Library’

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Outline

I. About the Census Bureau

II. Data Sources:

- **Small Business Pulse Survey**
- **Annual Business Survey (ABS)**
- **Economic Census (EC)**
- **American Community Survey (ACS)**

III. Accessing our statistics:

- data.census.gov
- Census Business Builder (CBB)

Check Out Census Data in Action!

America Counts: Stories Behind the Numbers

We feature stories on various topics such as families, housing, employment, business, education, the economy, emergency preparedness, and population.

America Counts: Stories Behind the Numbers – https://www.census.gov/library/stories.html

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About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
  - The Decennial Census – the once-a-decade population and housing count of the United States
  - The American Community Survey – the ongoing annual survey of the nation's population
  - The Economic Census – the official five-year measure of American business
  - The Census of Governments – identifies the scope and nature of the nation's state and local government sector
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.

Decennial Population and Housing Census
Every 10 years

Economic Census
Every 5 years

Census of Governments
Every 5 years

American Community Survey
Annual

Annual Retail Trade
Annual

Plus more than 130 demographic and economic surveys every year

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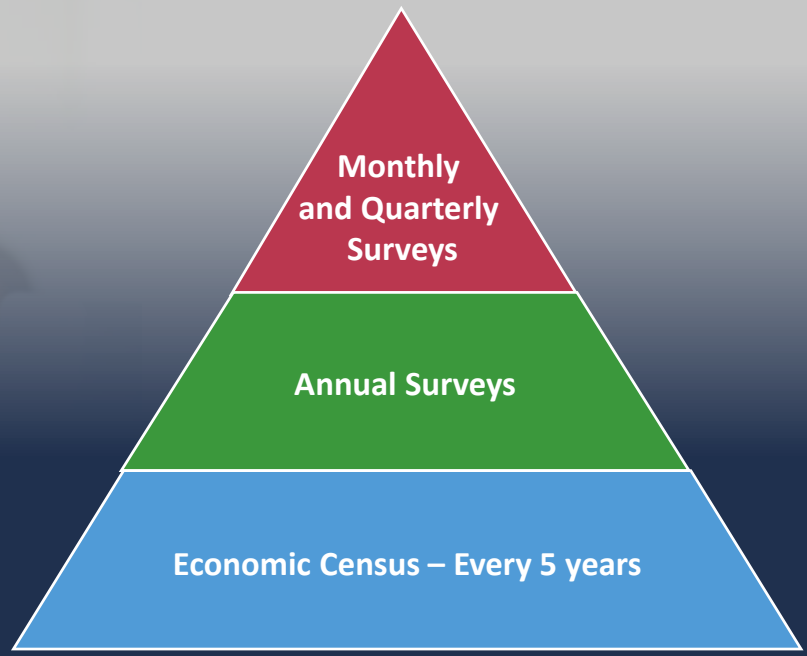

Census Economic Surveys

- Census Bureau Economic Surveys are a key source for official statistics companies can use:
  - Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available
  - Annual surveys have larger samples and provide the most up-to-date **TREND** data available
  - Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available
- These surveys set the standard for U.S. economic statistics, and are fueled by the data provided by individual businesses

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Key Census Bureau Terms

- NAICS (North American Industry Classification System)
  - Our primary data dimension
- Establishments (vs. Companies, Firms, etc.)
  - Our collection/tabulation level
- Employers (vs. Nonemployers)
  - Most programs only cover employer businesses
  - Nonemployers: self-employed individuals
- U.S. Code Title 13 and 26
  - Protects business privacy and confidentiality

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Small Business Pulse Survey

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- The experimental Small Business Pulse Survey (Business Pulse) measures how changes in business conditions affect our nation's small businesses during the coronavirus (COVID-19) pandemic.
- Include information on:
  - Business Pulse complements existing U.S. Census Bureau data collections by providing high-frequency, detailed information on small business-specific initiatives such as the Paycheck Protection Program
  - Updated weekly
    - Data releases began in May and are updated through June
  - Business location closings, changes in employment, disruptions in the supply chain, the use of federal assistance programs, and expectations concerning future operations
  - Published Survey Results by Sector and State for 50 Most Populous MSA's
  - Miscellaneous:
    - https://www.census.gov/topics/preparedness/events/pandemics/covid-19.html
    - High-frequency results may aid businesses in making decisions and assist researchers studying the impact and responses to COVID-19.

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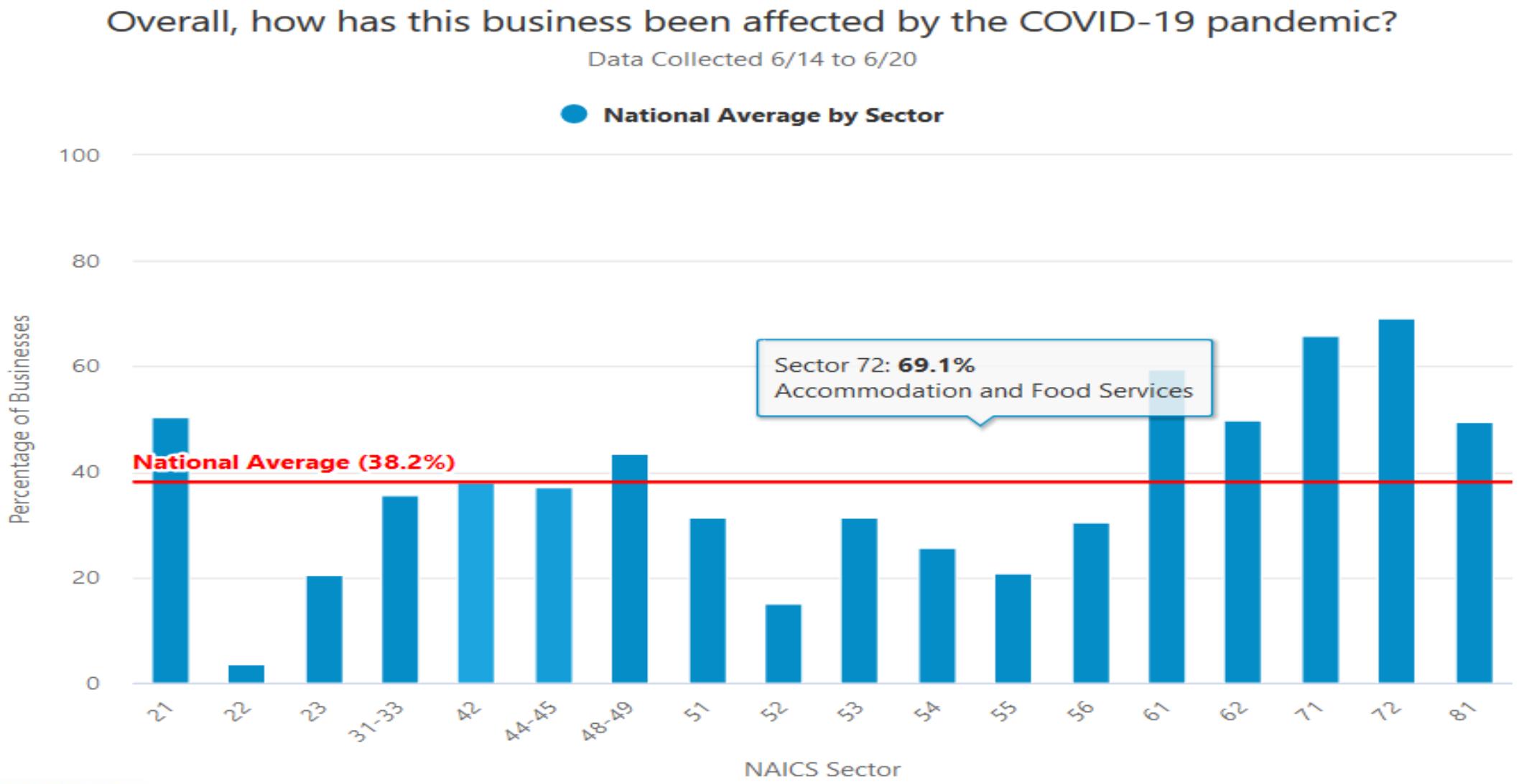

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Responses by Geography and Sector

Need help understanding this page? Download the Visualization Guide

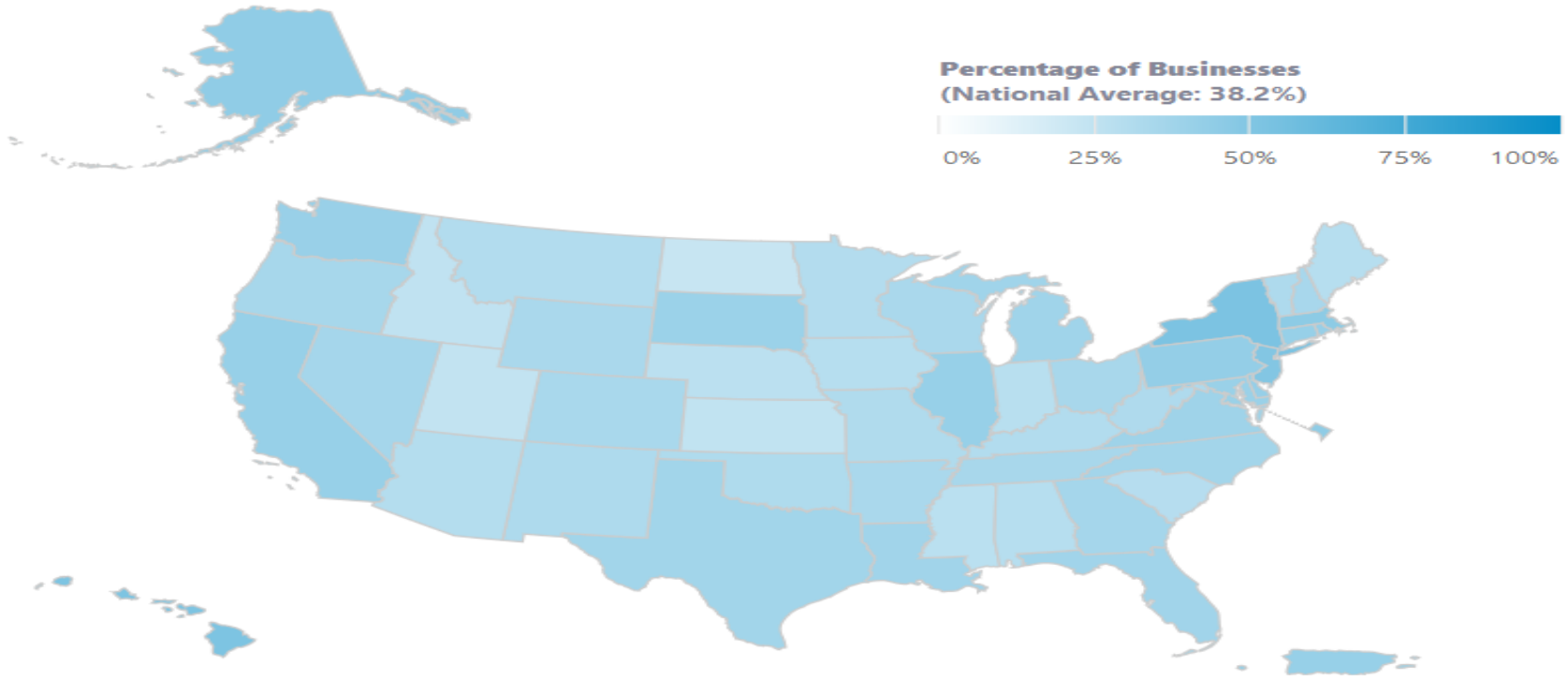
Collection Dates: Week 8 (6/14 to 6/20)

Survey Question: Overall impact

Survey Answer: Large negative effect

Overall, how has this business been affected by the COVID-19 pandemic?

Data Collected 6/14 to 6/20



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Multiple Response Comparisons

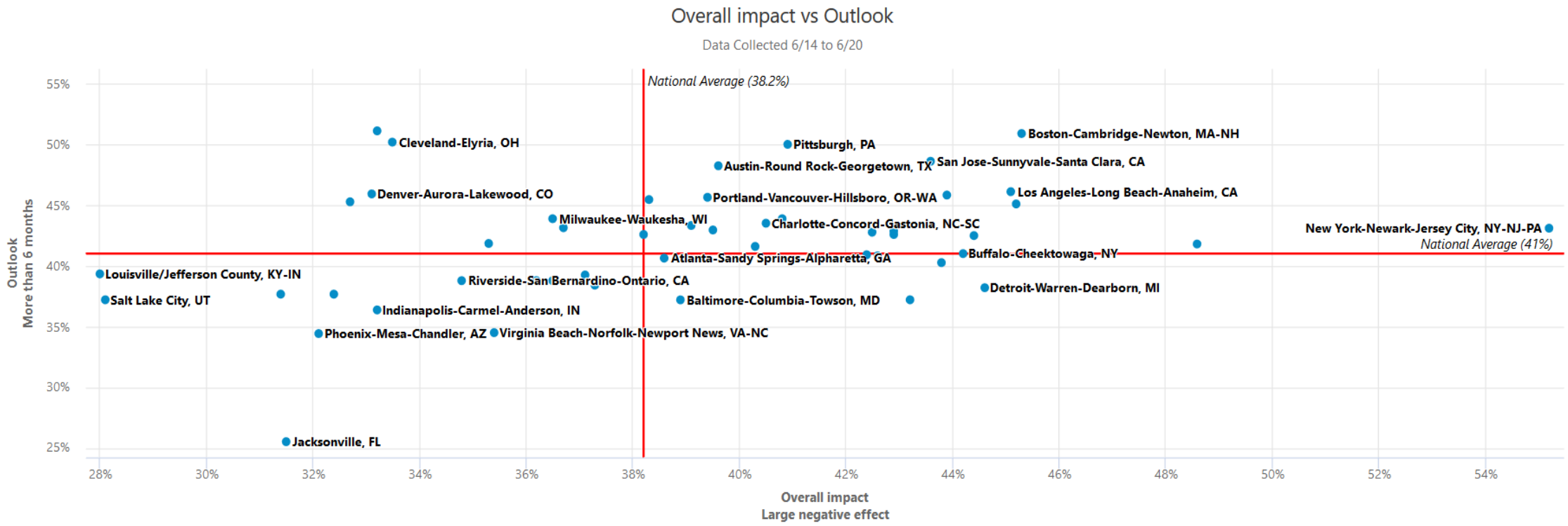
Need help understanding this page? Download the Visualization Guide

Collection Dates: Week 8 (6/14 to 6/20)

Comparison Type: By MSA

Compare: Overall impact | Large negative effect

Compare: Outlook | More than 6 months



Survey Response Detail

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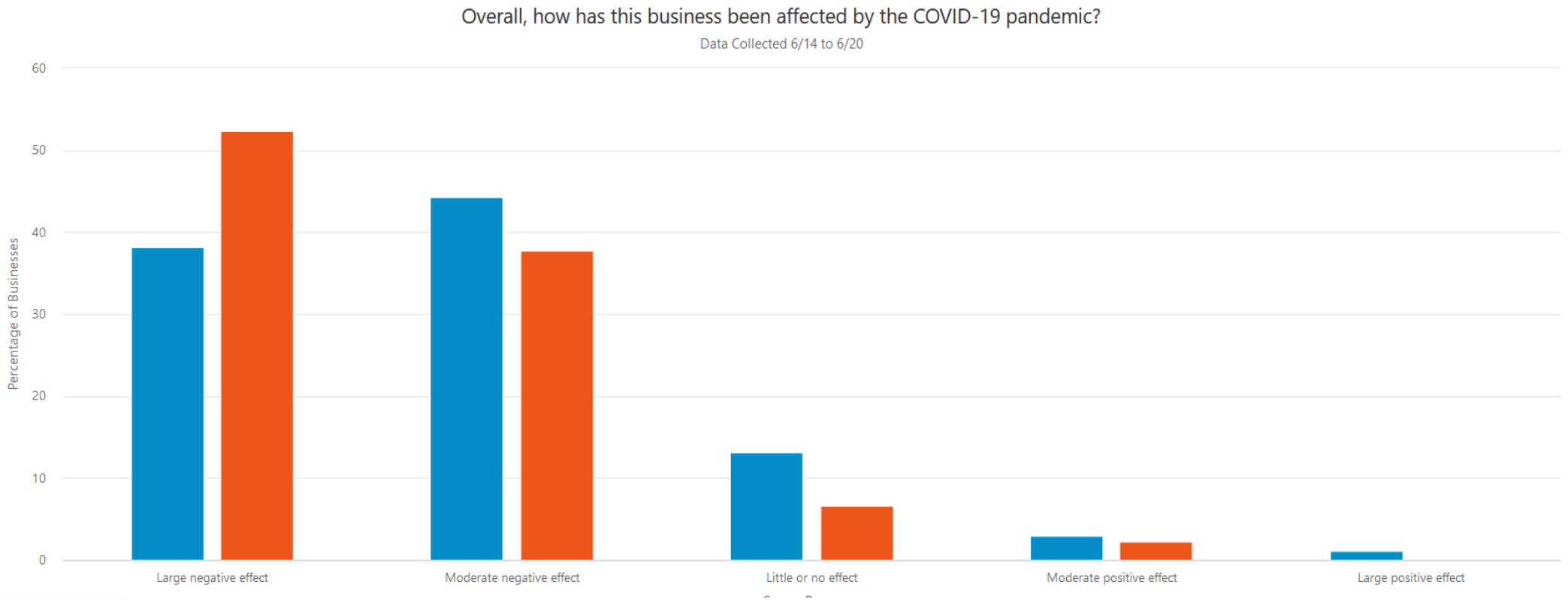
Collection Dates: Week 8 (6/14 to 6/20)

Survey Question: Overall impact

Compare: State New York



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Annual Business Survey (ABS)

- Frequency – annually (First release, Spring 2020)
- Includes Economic and Demographic characteristics
- Business characteristics of businesses and business owners by sex, ethnicity, race, and veteran status
- Content incorporates a new set of questions for each survey year
- Access to data –
  - data.census.gov
  - https://www.census.gov/programs-surveys/abs.html

Access to the Annual Business Survey data

- data.census.gov
- https://www.census.gov/programs-surveys/abs.html

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ABS Background

- Joint project between the Census Bureau and the National Science Foundation's (NSF) National Center for Science and Engineering Statistics (NCSES)
- Conducted annually as mandatory under Title 13
- Replaces Survey of Business Owners (SBO), Annual Survey of Entrepreneurs (ASE), and the Business R&D and Innovation Survey for Microbusinesses (BRDI-M)
- Removed the Innovation section from the Business R&D and Innovation Survey, which is now called the Business R&D Survey (BRDS)

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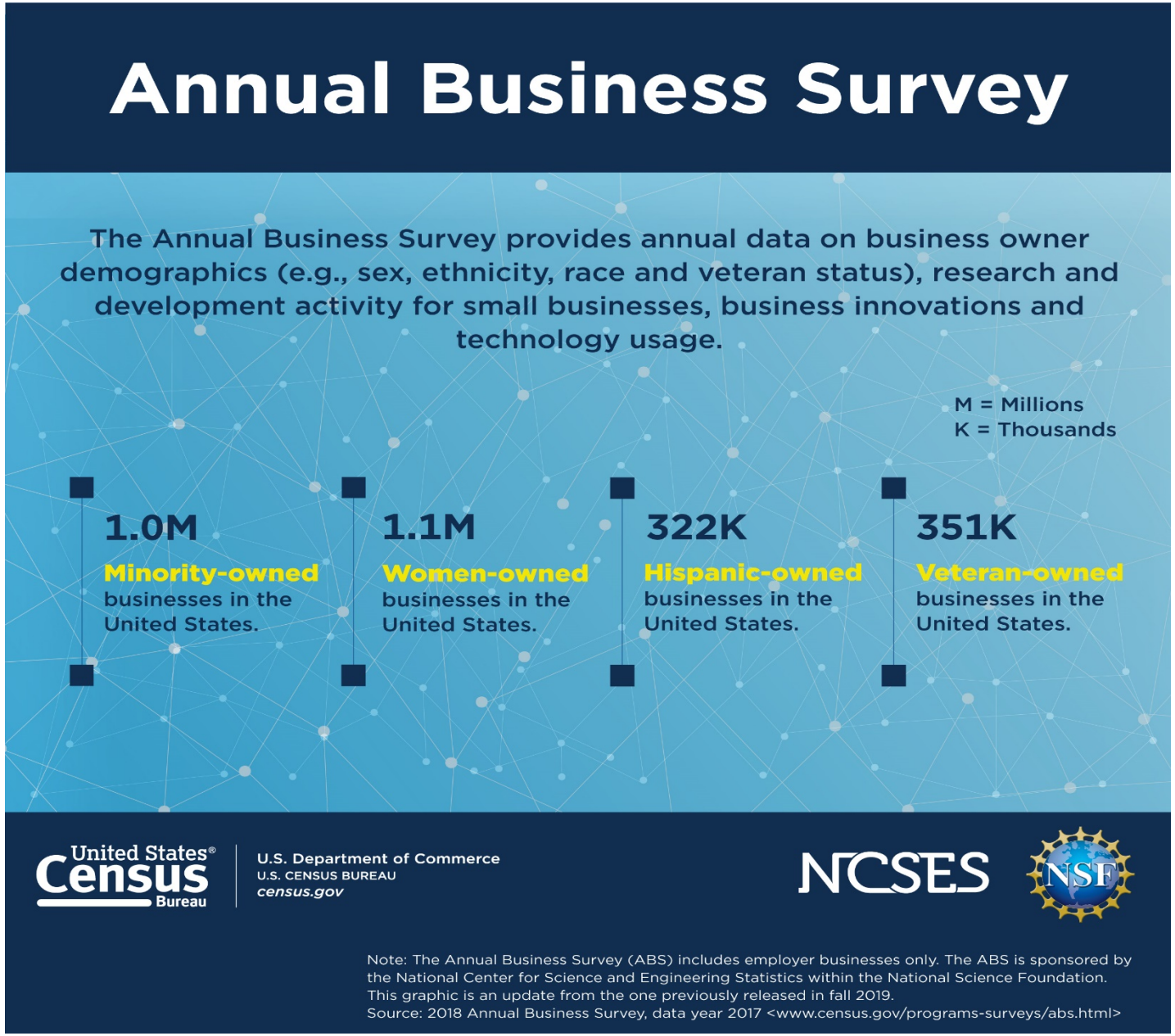
NSF National Center for Science and Engineering Statistics

ABS Content

- Collects data on owner demographics
  - Ask questions about the owner's sex, race, ethnicity, and military status
- Collects data on research and development activity and cost for businesses with 1-9 employees
- Designed to introduce a new business topic each survey year
  - Innovation
  - Technology
- Core content maintained each survey year
- Use administrative data where feasible



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Five-Year ABS Content Plan

2018
- Business Structure
- Detailed Owner Characteristics
- Detailed Innovation
- R&D (1-9 emp)
- Digital Technology
- Financing

2019
- Business Structure
- Reduced Owner Characteristics
- Reduced Innovation
- R&D (1-9 emp)
- Automation Technology

2020
- Business Structure
- Reduced Owner Characteristics
- Detailed Innovation
- R&D (1-9 emp)
- Technology (tbd)
- Globalization

2021
- Business Structure
- Detailed Owner Characteristics
- R&D (1-9 emp)
- Digital Technology
- Financing

2022
- Business Structure
- Reduced Owner Characteristics
- R&D (1-9 emp)
- Automation Technology

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NSF National Center for Science and Engineering Statistics

Annual Business Survey: Years in Business Statistics for Employer Firms by Sector, Sex, Ethnicity, Race, and Veteran Status for the U.S., States and Metro Areas: 2017

Survey/Program: Annual Economic Surveys **TableID:** AB1700CSA02 **Year:** 2017 **Dataset:** ABSCS2017

Data Notes | Selections | 1 Geography | Years | Topic | Survey | 1 Code | Hide | Filter | Sort | Transpose Table | Margin of Error | Restore Layout | Download | Print | Share | More Data

Geographic Area Name	2017 NAICS code	Meaning of NAICS code	Meaning of Years in business code	Number of employer firms	Sales, value of shipments, or revenue of employer firms ($1,000)
New York	00	Total for all sectors	Firms with less than 2 y...	67,712	53,648,682
New York	660 11	Agriculture, forestry, fishi...	Firms with less than 2 y...	74	8,137
New York	21	Mining, quarrying, and oil ...	Firms with less than 2 y...	13	13,659
New York	22	Utilities	Firms with less than 2 y...	53	120,979
New York	23	Construction	Firms with less than 2 y...	8,054	6,837,339
New York	31-33	Manufacturing	Firms with less than 2 y...	1,468	1,428,949
New York	42	Wholesale trade	Firms with less than 2 y...	2,986	6,539,414
New York	44-45	Retail trade	Firms with less than 2 y...	9,864	8,999,124
New York	661 48-49	Transportation and wareh... 66	Firms with less than 2 y...	1,956	957,077
New York	51	Information	Firms with less than 2 y...	1,415	2,205,065
New York	662 52	Finance and insurance 662	Firms with less than 2 y...	1,649	4,335,742
New York	53	Real estate and rental and...	Firms with less than 2 y...	4,010	3,185,201
New York	54	Professional, scientific, a...	Firms with less than 2 y...	8,356	4,077,713
New York	55	Management of compani...	Firms with less than 2 y...	96	354,779
New York	56	Administrative and suppo...	Firms with less than 2 y...	3,857	2,439,243
New York	61	Educational services	Firms with less than 2 y...	836	239,554

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Economic Census

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2017 Economic Census

- NAICS: Nearly every 2- thru 6-digit code covered by the Census Bureau
  - Excludes Agriculture (NAICS 11) and other selected types of business (see https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par_textimage for full list of exclusions)
- Geography: National, state, metro and other lower geographies (areas shown vary by sector)
- Other Dimensions: Data by business size (establishment and firm; employment and revenue), Legal Form of Organization, Franchise status, etc.
- Over 200 data variables shown, including number of establishments, employment, payroll and “sales” plus sector-specific variables (inventories, assets, expenses, etc.)

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2017 Economic Census Geography Releases – Finance & Insurance for New York at the 3-digit NAICS for 'All Establishments'

- **Credit Intermediation and Related Activities: (NAICS code 522)**
  - **Number of firms = 2,391**
  - **Number of establishments = 9,343**
  - **Sales, value of shipments, or revenue ($1,000) = N**
  - **Number of employees = 200,534**
- **Securities, Commodity Contracts, and Other Financial Investments: (NAICS code 523)**
  - **Number of firms = 5,705**
  - **Number of establishments = 7,858**
  - **Sales, value of shipments, or revenue ($1,000) = $200,762,200**
  - **Number of employees = 192,482**

(Source: 2017 Economic Census, TableID: EC1752BASIC)

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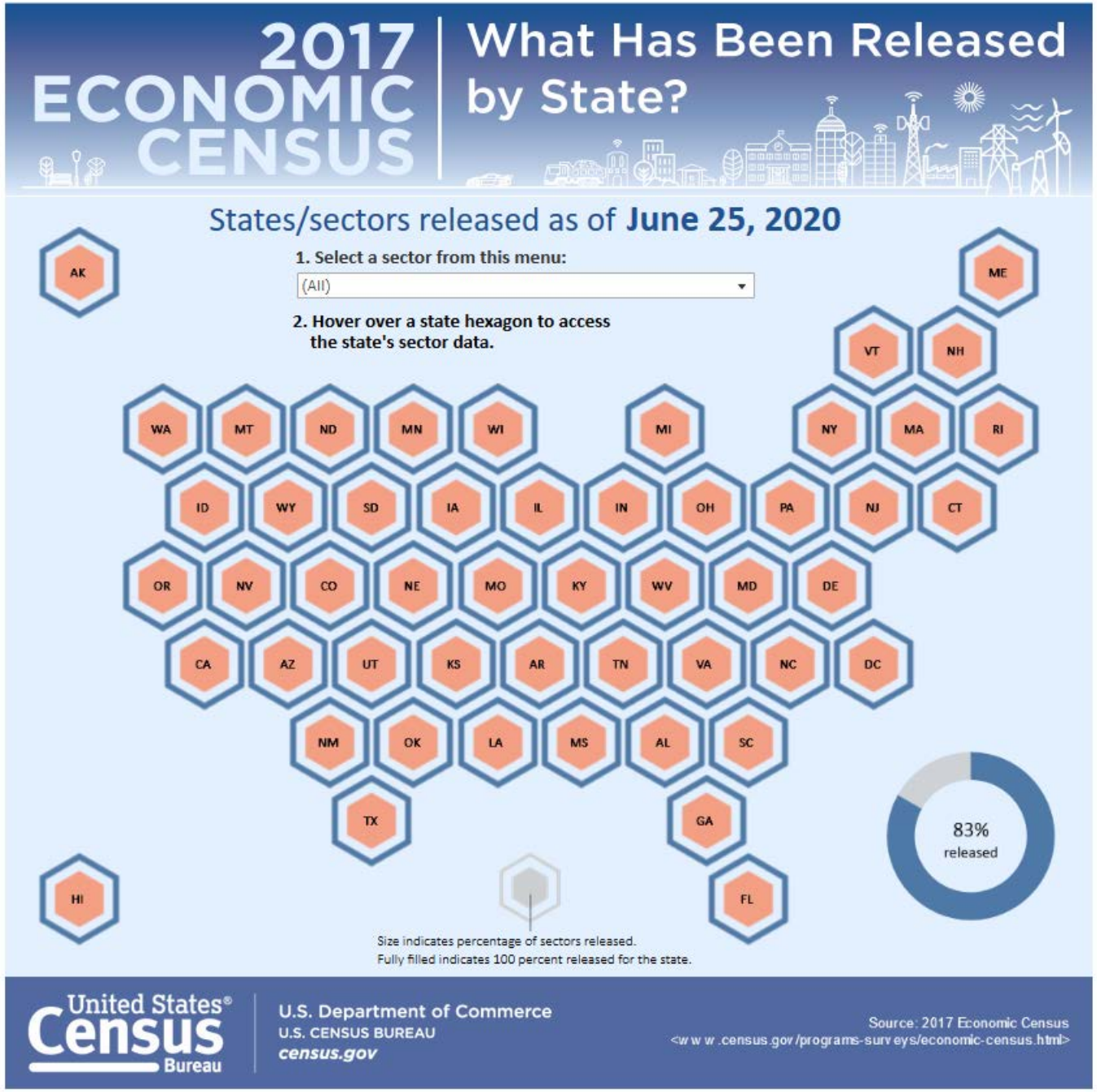

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https://www.census.gov/programs-surveys/economic-census/news-updates/releases.html

What's New for 2017

- Geographic Areas
- NAICS updates
- NAPCS
- New disclosure rules
- Data.census.gov platform

Presenting…
Your 2017
Economic Census Data!

Found on
data.census.gov

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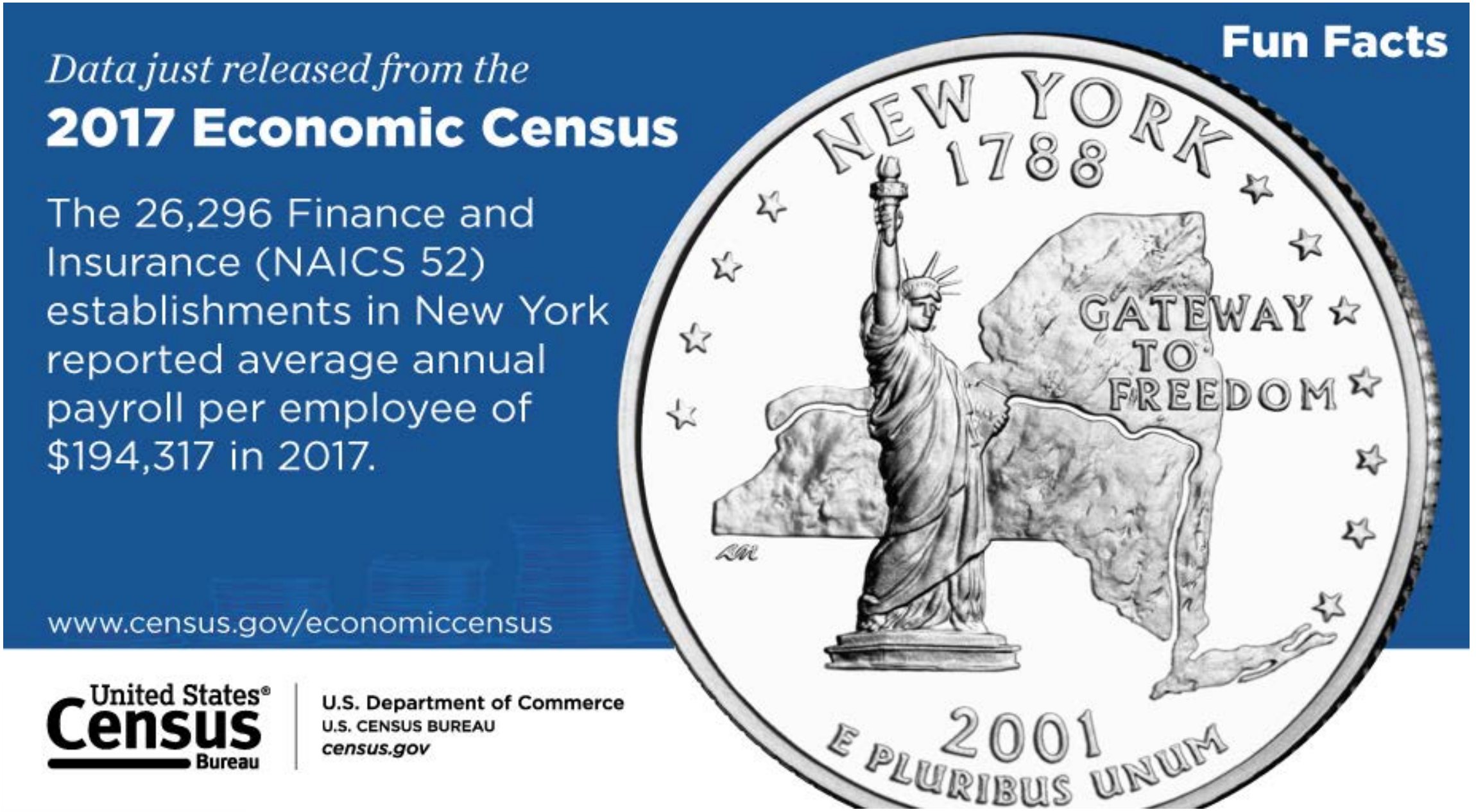
Fun Facts & More… Connect With Us on Social Media



2017 Economic Census Planned Data Product Releases

Statistics Set	Report Title	Planned Release Date or Date Range
Core Business Statistics	Economy Wide Business Statistics for the U.S. - First Look	Sep-19
	Comparative Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	Dec-21
	Bridge Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	Dec-21
	Franchise	Dec-21
Geographic Area Statistics (U.S., States, and Selected Geographies)	Mining: Geographic Area Statistics	January 2020 - November 2020
	Construction: Geographic Area Statistics	
	Manufacturing: Geographic Area Statistics	
	Wholesale Trade: Geographic Area Statistics	
	Retail Trade: Geographic Area Statistics	
	Services: Geographic Area Statistics	
Product Statistics	Product Statistics: NAICS x NAPCS for the U.S. and States where applicable	Nov-20
	Product Statistics: NAPCS x NAICS for the U.S.	
Establishment and Firm Size Statistics	Estab & Firm Size Summary Statistics by Revenue Size of Establishments	November 2020 - September 2021
	Estab & Firm Size Summary Statistics by Employment Size of Establishments	
	Estab & Firm Size Summary Statistics for Single Unit and Multiunit Firms	
	Estab & Firm Size Summary Statistics by Revenue Size of Firms	
	Estab & Firm Size Summary Statistics by Employment Size of Firms	
	Estab & Firm Size Summary Statistics by Concentration of Largest Firms	
	Estab & Firm Size Summary Statistics by Legal Form of Organization	
	Manufacturing: Detailed Statistics for the U.S.	
	Construction: Detailed Statistics for the U.S., Regions, and States	
	Mining: Detailed Statistics for the U.S.	
	Mining: Miscellaneous Subjects	
	Construction: Miscellaneous Subjects	
	Manufacturing: Miscellaneous Subjects	
	Services: Miscellaneous Subjects	
	Wholesale Trade: Miscellaneous Subjects	
	Retail Trade: Miscellaneous Subjects	
Commodity Flow Survey	Preliminary	Dec-18
	GAS, Hazardous Materials, Exports	Jul-20
Annual Survey of Manufactures	ASM 2018	Apr-20
	ASM 2019	Feb-21
	ASM Benchmark	Jun-21
	ASM 2020	Dec-21
	ASM 2021	Dec-22
Island Areas: Geographic Area Statistics	American Samoa	Jan-20
	CNMI	Jan-20
	Guam	Jan-20
	Puerto Rico	Dec-20
	US Virgin Islands	Jan-20
Island Areas : Subject Statistics	American Samoa	Jan-20
	CNMI	Jan-20
	Guam	Jan-20
	Puerto Rico	Dec-20
	US Virgin Islands	Jan-20
Island Areas : Product Statistics	American Samoa	Jan-20
	CNMI	Jan-20
	Guam	Jan-20
	Puerto Rico	Dec-20
	US Virgin Islands	Jan-20
Island Areas : Industry Series	Puerto Rico	Dec-20

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To access 2017 Economic Census Data Product Releases - https://www.census.gov/programs-surveys/economic-census/about/release-schedules.html

Exploring Our Data Tools

Covid-19 Data Hub

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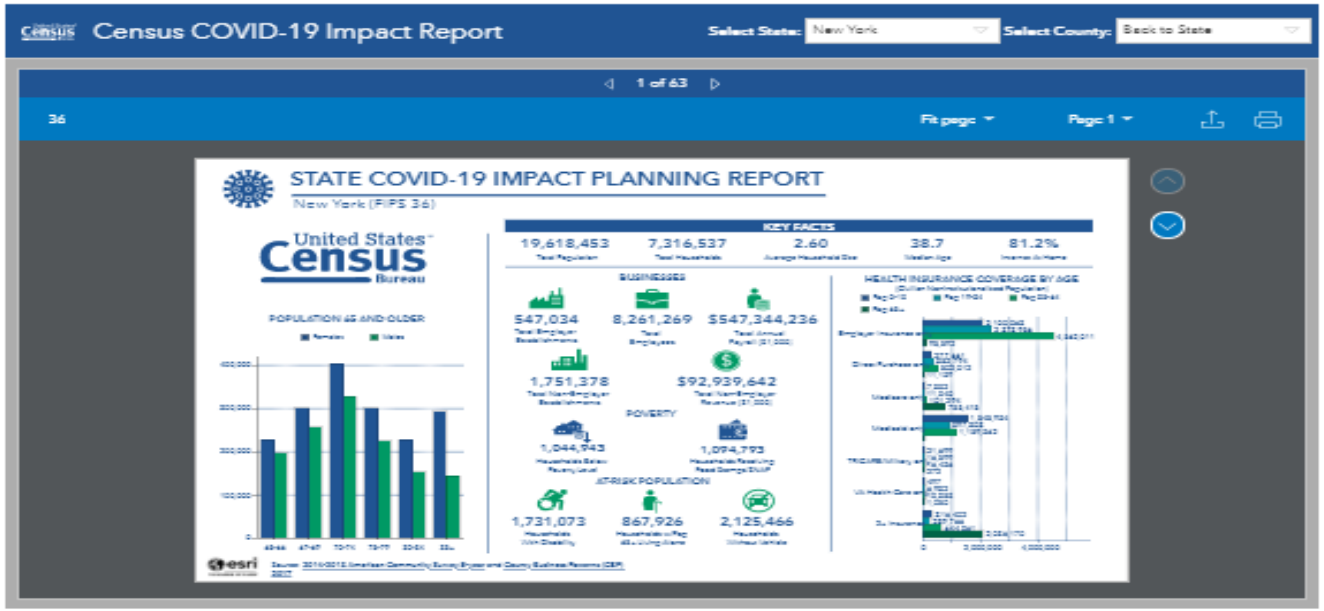
US Demographic and Economic Data At A Glance

Population Aged 65 Years and Older	Total Uninsured Population	Total Employer Establishments	Total Non-Employer Establishments
49,238,581	29,752,767	7,860,674	25,701,671
American Community Survey (ACS) 2014-2018	American Community Survey (ACS) 2014-2018	County Business Patterns (CBP) 2017	Nonemployer Statistics (NES) 2017



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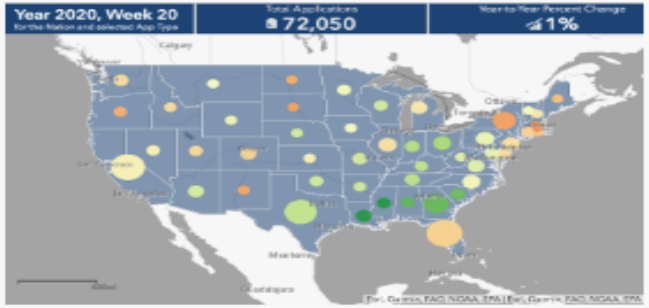

Weekly Business Formation Statistics

The Business Formation Statistics (BFS) are a product of the U.S. Census Bureau, developed at the Center for Economic Studies. The BFS provide timely and high frequency information on new business applications and formations in the United States.

Open Dashboard

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Highlighted Census Programs

These Census Bureau experimental data products are innovative statistical products created using new data sources or methodologies that benefit data users in the absence of other relevant products.

STATE COVID-19 IMPACT PLANNING REPORT

New York (FIPS 36)

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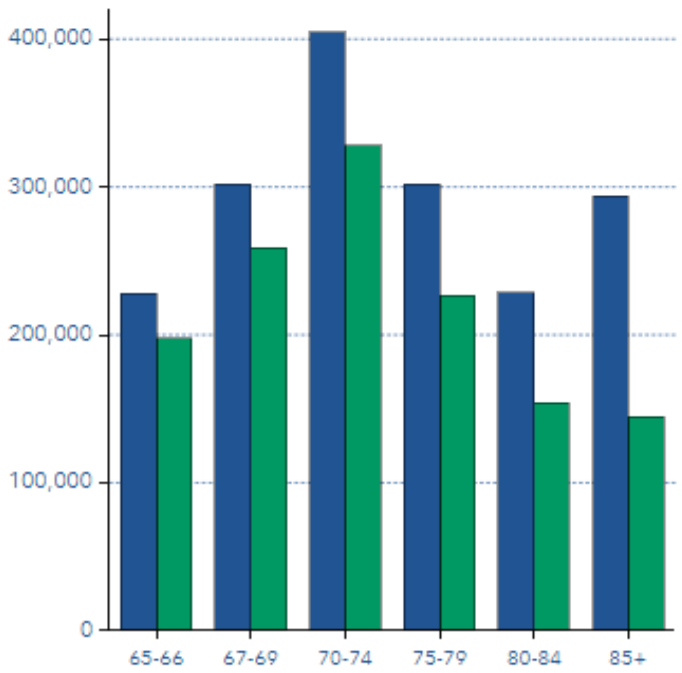
KEY FACTS

19,618,453	7,316,537	2.60	38.7	81.2%
Total Population	Total Households	Average Household Size	Median Age	Internet At Home

POPULATION 65 AND OLDER



BUSINESSES

547,034 Total Employer Establishments

8,261,269 Total Employees

$547,344,236 Total Annual Payroll ($1,000)

1,751,378 Total Non-Employer Establishments

$92,939,642 Total Non-Employer Revenue ($1,000)

POVERTY

1,044,943 Households Below Poverty Level

1,094,793 Households Receiving Food Stamps/SNAP

AT-RISK POPULATION

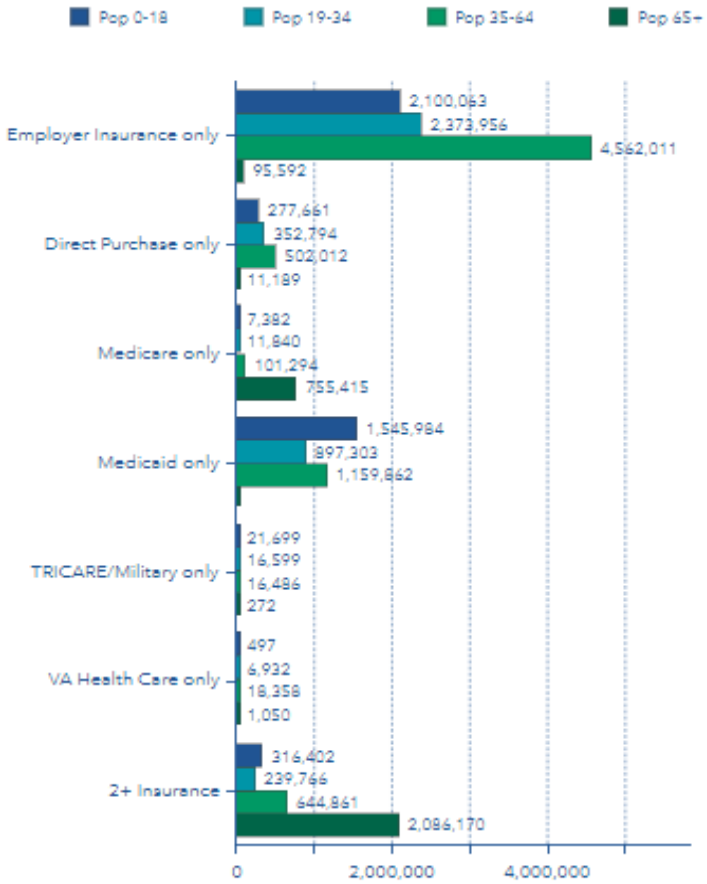
1,731,073 Households With Disability

867,926 Households w/Pop 65+ Living Alone

2,125,466 Households Without Vehicle

HEALTH INSURANCE COVERAGE BY AGE

(Civilian Noninstitutionalized Population)



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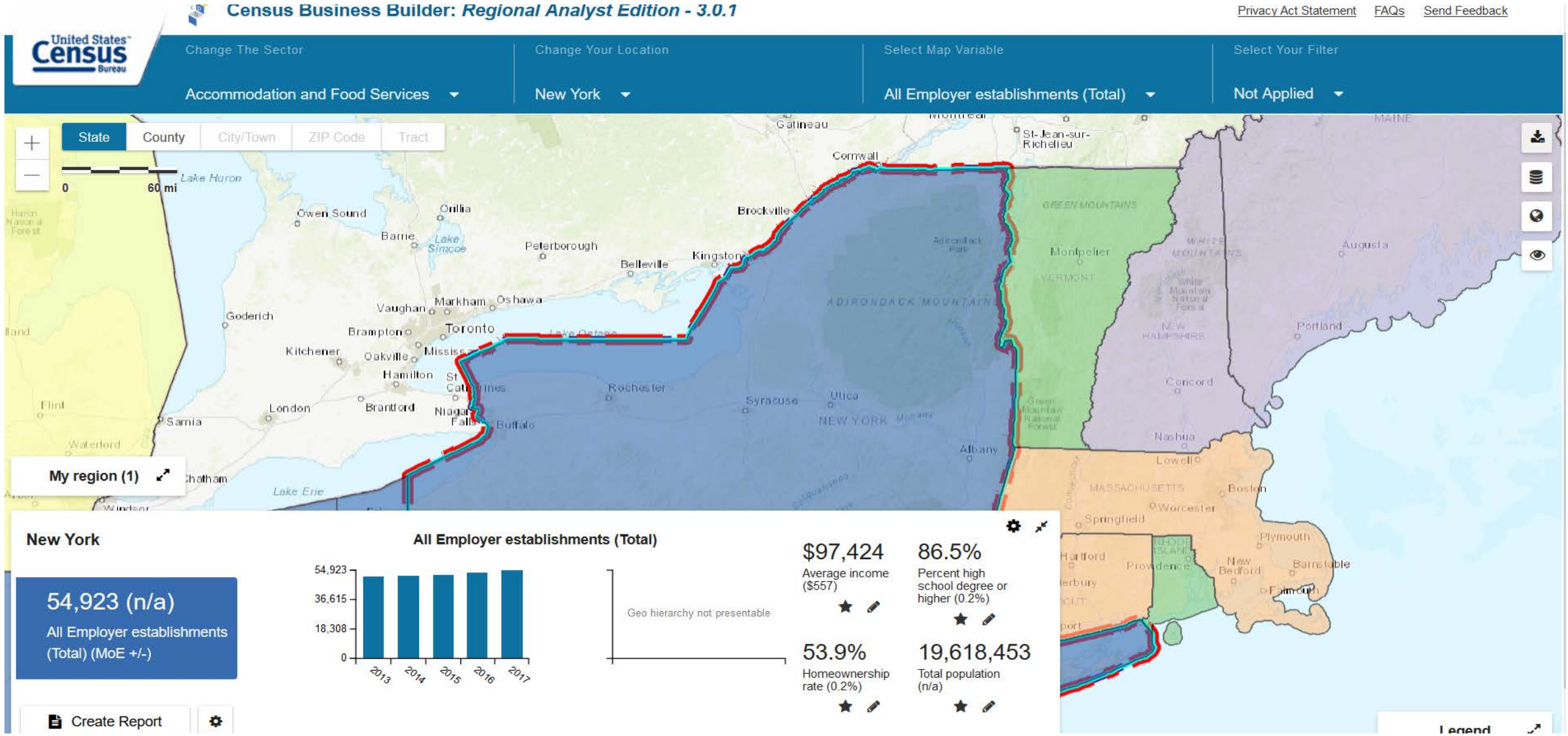
Source: 2014-2018 American Community Survey 5-year and County Business Patterns (CBP) 2017

Census Business Builder


Census Business Builder: Regional Analyst Edition - 3.0.1
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Change The Sector
Accommodation and Food Services
Change Your Location
New York
Select Map Variable
All Employer establishments (Total)
Select Your Filter
Not Applied
State
County
City/Town
ZIP Code
Tract
0
60 mi
My region (1)
New York
54,923 (n/a)
All Employer establishments (Total) (MoE +/-)
Create Report
All Employer establishments (Total)
54,923
36,615
18,308
0
2013
2014
2015
2016
2017
Geo hierarchy not presentable
$97,424
Average income ($557)
86.5%
Percent high school degree or higher (0.2%)
53.9%
Homeownership rate (0.2%)
19,618,453
Total population (n/a)
Legend
Lake Huron
Owen Sound
Orillia
Barrie
Lake Simcoe
Peterborough
Belleville
Kingston
Brockville
Cornwall
Gatineau
St-Jean-sur-Richelieu
Goderich
Vaughan
Markham
Oshawa
Toronto
Brampton
Kitchener
Oakville
Hamilton
London
Brantford
Sarnia
Flint
Waterford
Chatham
Lake Erie
Rochester
Syracuse
Utica
Buffalo
Albany
Montpelier
Augusta
Portland
Concord
Nashua
Lowell
Boston
Worcester
Springfield
Plymouth
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New Bedford
GREEN MOUNTAINS
ADIRONDACK MOUNTAINS
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am1831

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1 Results

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Annual Survey of Manufactures: Summary Statistics for Industry Groups and Industries in the U.S.: 2018

Survey/Program: Annual Economic Surveys

Table: AM1831BASIC01

Annual Survey of Manufactures: Summary Statistics for Industry Groups and Industries in the U.S.: 2018

Survey/Program: Annual Economic Surveys **TableID:** AM1831BASIC01

CUSTOMIZE TABLE

Geographic Area Name	2017 NAICS code	Meaning of NAICS code	Year	Sales, value of shipments, or revenue ($1,000)	Relative standard error for estimate of sales, value of shipments, or revenue (%)
United States	31-33	Manufacturing	2018	5,954,926,574	0.1
United States	311	Food manufacturi...	2018	786,990,745	0.1
United States	3111	Animal food man...	2018	56,192,506	0.5
United States	31111	Animal food man...	2018	56,192,506	0.5
United States	311111	Dog and cat food ...	2018	22,871,483	0.8
United States	311119	Other animal food...	2018	33,321,023	0.6
United States	3112	Grain and oilseed ...	2018	85,317,059	0.2
United States	31121	Flour milling and ...	2018	16,883,342	0.3
United States	311211	Flour milling	2018	11,910,466	0.1
United States	311212	Rice milling	2018	3,731,579	1.5
United States	311213	Malt manufacturing	2018	1,241,297	0.1
United States	31122	Starch and vegeta...	2018	58,019,403	0.2
United States	311221	Wet corn milling	2018	10,305,382	0.1
United States	311224	Soybean and othe...	2018	38,598,679	0.3
United States	311225	Fats and oils refin...	2018	9,115,341	0.1
United States	31123	Breakfast cereal ...	2018	10,414,315	0.1
United States	311230	Breakfast cereal ...	2018	10,414,315	0.1

Accessibility

Information Quality

FOIA

Data Protection and Privacy Policy

U.S. Department of Commerce

Release Notes and FAQs

Measuring America's People, Places and Economy

United States® Census Bureau

American Community Survey

American Community Survey

- The nation's most current, reliable, and accessible data source for local statistics on critical planning topics such as age, children, veterans, commuting, education, income, and employment
- Surveys 3.5 million addresses and informs over $675 billion of Federal government spending each year
- Covers 40+ topics, supports over 300 evidence-based Federal government uses, and produces 11 billion estimates each year
- Three key annual data releases:
  - 1-year Estimates (for large populations)
  - 1-year Supplemental Estimates (for small populations)
  - 5-year Estimates (for very small populations)

Class of Worker

Percentage of civilian employed population 16 years and over:

68.9% Employee of private company workers

3.6% Self-employed in own incorporated business workers

8.0% Private not-for-profit wage and salary workers

13.4% Local, state, and federal government workers

6.1% Self-employed in own not incorporated business workers and unpaid family workers

Source: 2018 ACS 1-Year Estimates

United States Census Bureau

Content Overview

POPULATION		HOUSING
SOCIAL Ancestry Citizenship Citizen Voting Age Population Disability Educational Attainment Fertility Grandparents Language Marital Status Migration School Enrollment Veterans	**DEMOGRAPHIC** Age Hispanic Origin Race Relationship Sex **ECONOMIC** Class of Worker Commuting Employment Status Food Stamps (SNAP) Health Insurance Hours/Week, Weeks/Year Income Industry & Occupation	Computer & Internet Use Costs (Mortgage, Rent, Taxes, Insurance) Heating Fuel Home Value Occupancy Plumbing/Kitchen Facilities Structure Tenure (Own/Rent) Utilities Vehicles Year Built/ Year Moved In

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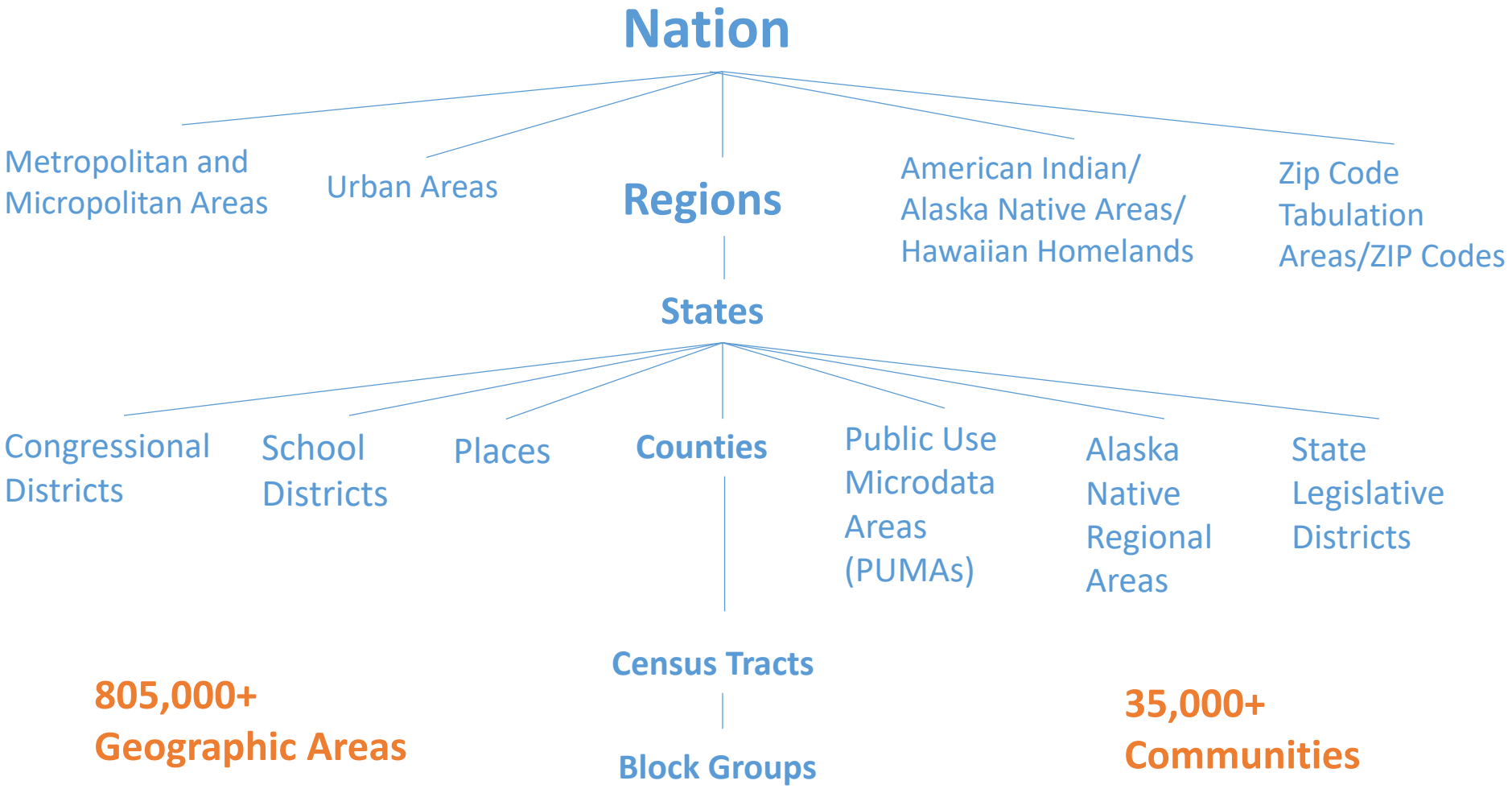
Selected Census Bureau Geographic Concepts



census.gov/programs-surveys/acs/geography-acs.html

Selected Census Geographic Concepts

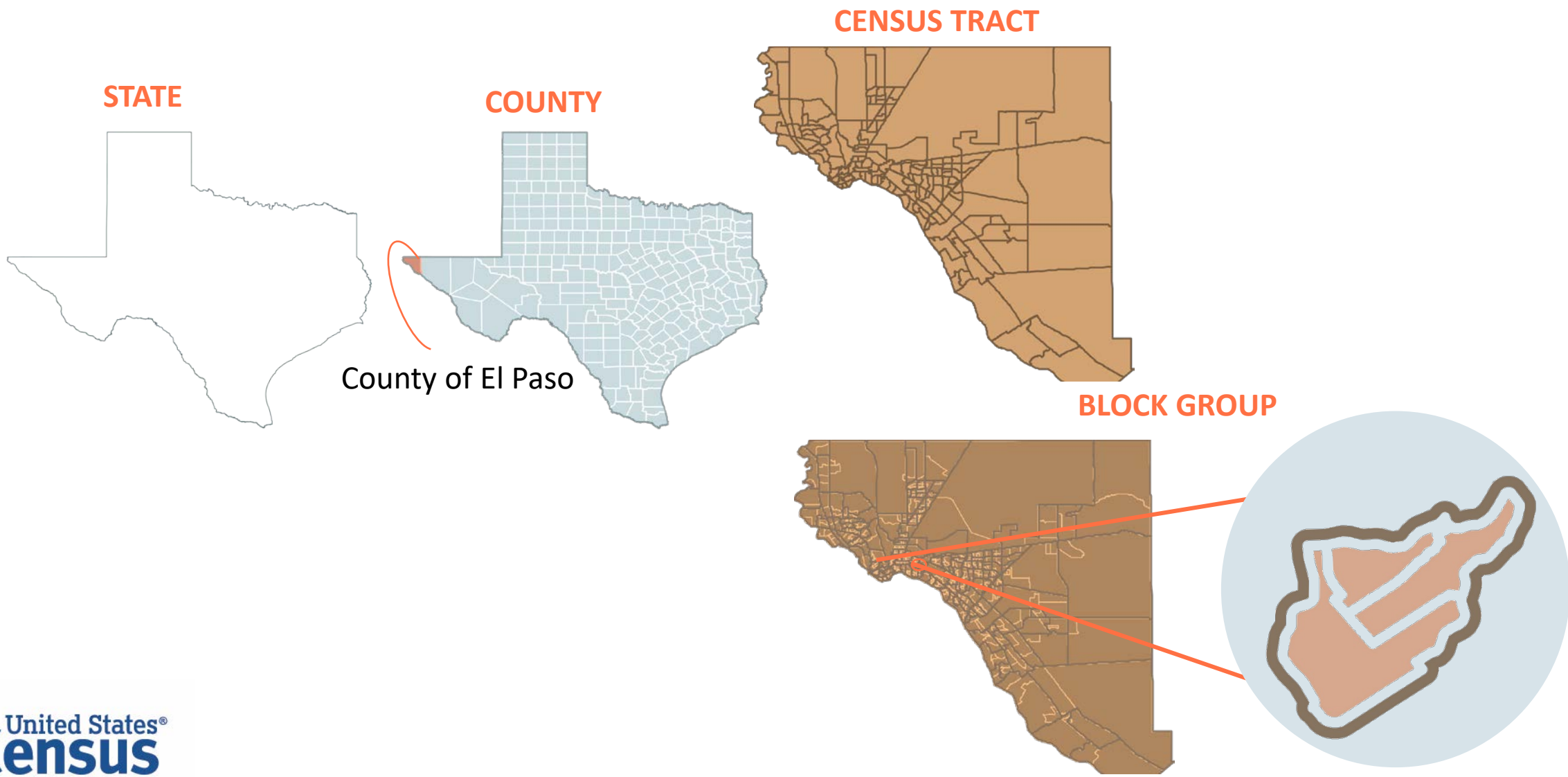
STATE

COUNTY

County of El Paso

CENSUS TRACT

BLOCK GROUP



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Differences between Census Economic Programs and the American Community Survey

	Economic Programs	ACS
Estimate Base	Establishment	Household
Industry	NAICS	Census Codes
Geographies	ZIP Codes, Tribal businesses, Public establishment	ZCTAs, Tribal areas, Public area, extra geographies

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Census Data for America's Workforce

- Provide Employment Opportunities
  - Identifying specific groups
  - Providing insight into the jobs and careers pursued by these groups

- Ensure Equal Employment Opportunity
  - Helping enforce nondiscrimination in employment

- Understand Changes
  - Measuring growing or declining industries and occupations.

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Businesses Use the ACS Data to…

- **DETERMINE** when and where to open new facilities or expand existing ones based on population and demographic trends
- **CREATE** effective regional marketing strategies that better serve communities and investors
- **INFORM** hiring decisions and workforce evaluation
- **FORECAST** growth and sales to make better strategic decisions
- **STOCK** shelves with goods suited to local household incomes or demographics
- **INVEST** in infrastructure improvements
- **PERFORM** risk analysis

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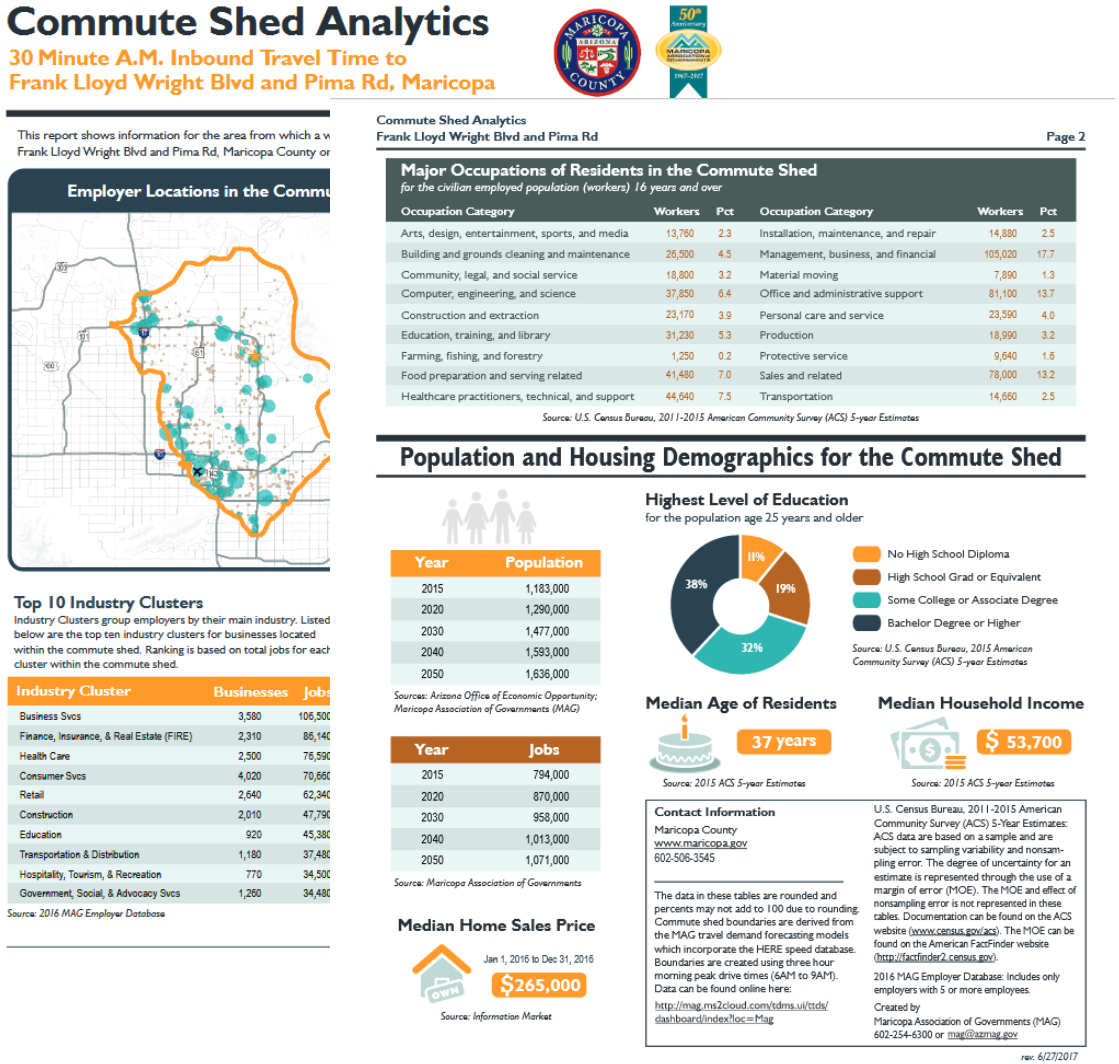
census.gov/content/census/en/programs-surveys/acs/library/videos

ACS Data in Action: Economic Development Organizations

Maricopa Association of Governments Commute Shed Reports

- Use ACS data to help drive economic development in the Phoenix, Arizona metropolitan area
- Show the area from which a worker can commute in 30 minutes or less from 100 key locations
- Provide a picture of the residents, workers, and employers near a given location
- ACS data used in the report:
  - Educational Attainment
  - Median Household Income
  - Median Age
  - Occupation
- Commute Shed Reports are used by the Maricopa Association of Governments' member agencies to grow regional economic opportunities and attract potential businesses looking to locate in the region



Commute Shed Analytics

30 Minute A.M. Inbound Travel Time to
Frank Lloyd Wright Blvd and Pima Rd, Maricopa

This report shows information for the area from which a w
Frank Lloyd Wright Blvd and Pima Rd, Maricopa County or

Employer Locations in the Commu

Top 10 Industry Clusters

Industry Clusters group employers by their main industry. Listed below are the top ten industry clusters for businesses located within the commute shed. Ranking is based on total jobs for each cluster within the commute shed.

Industry Cluster	Businesses	Jobs
Business Svcs	3,580	106,500
Finance, Insurance, & Real Estate (FIRE)	2,310	86,140
Health Care	2,500	76,590
Consumer Svcs	4,020	70,660
Retail	2,640	62,340
Construction	2,010	47,790
Education	920	45,380
Transportation & Distribution	1,180	37,480
Hospitality, Tourism, & Recreation	770	34,500
Government, Social, & Advocacy Svcs	1,260	34,480

Source: 2016 MAG Employer Database

Commute Shed Analytics
Frank Lloyd Wright Blvd and Pima Rd Page 2

Major Occupations of Residents in the Commute Shed

for the civilian employed population (workers) 16 years and over

Occupation Category	Workers	Pct	Occupation Category	Workers	Pct
Arts, design, entertainment, sports, and media	13,760	2.3	Installation, maintenance, and repair	14,880	2.5
Building and grounds cleaning and maintenance	26,500	4.5	Management, business, and financial	105,020	17.7
Community, legal, and social service	18,800	3.2	Material moving	7,890	1.3
Computer, engineering, and science	37,850	6.4	Office and administrative support	81,100	13.7
Construction and extraction	23,170	3.9	Personal care and service	23,590	4.0
Education, training, and library	31,230	5.3	Production	18,990	3.2
Farming, fishing, and forestry	1,250	0.2	Protective service	9,640	1.6
Food preparation and serving related	41,480	7.0	Sales and related	78,000	13.2
Healthcare practitioners, technical, and support	44,640	7.5	Transportation	14,660	2.5

Source: U.S. Census Bureau, 2011-2015 American Community Survey (ACS) 5-year Estimates

Population and Housing Demographics for the Commute Shed

Year	Population
2015	1,183,000
2020	1,290,000
2030	1,477,000
2040	1,593,000
2050	1,636,000

Sources: Arizona Office of Economic Opportunity; Maricopa Association of Governments (MAG)

Year	Jobs
2015	794,000
2020	870,000
2030	958,000
2040	1,013,000
2050	1,071,000

Source: Maricopa Association of Governments

Median Home Sales Price

Jan 1, 2016 to Dec 31, 2016
$265,000

Source: Information Market

Highest Level of Education
for the population age 25 years and older

Source: U.S. Census Bureau, 2015 American Community Survey (ACS) 5-year Estimates

Median Age of Residents
37 years
Source: 2015 ACS 5-year Estimates

Median Household Income
$ 53,700
Source: 2015 ACS 5-year Estimates

Contact Information
Maricopa County
www.maricopa.gov
602-506-3545

The data in these tables are rounded and percents may not add to 100 due to rounding. Commute shed boundaries are derived from the MAG travel demand forecasting models which incorporate the HERE speed database. Boundaries are created using three hour morning peak drive times (6AM to 9AM). Data can be found online here:
http://mag.ms2cloud.com/tdms.ui/ttds/dashboard/index?loc=Mag

U.S. Census Bureau, 2011-2015 American Community Survey (ACS) 5-Year Estimates: ACS data are based on a sample and are subject to sampling variability and nonsampling error. The degree of uncertainty for an estimate is represented through the use of a margin of error (MOE). The MOE and effect of nonsampling error is not represented in these tables. Documentation can be found on the ACS website (www.census.gov/acs). The MOE can be found on the American FactFinder website (http://factfinder2.census.gov).

2016 MAG Employer Database: Includes only employers with 5 or more employees.

Created by
Maricopa Association of Governments (MAG)
602-254-6300 or mag@azmag.gov

rev. 6/27/2017

"Tools such as industry cluster maps, commute shed reports, and a magnitude of demographic information have proven to be critical components in our smart growth plans for the future."
– Mayor Cathy Carlat, Peoria, Arizona

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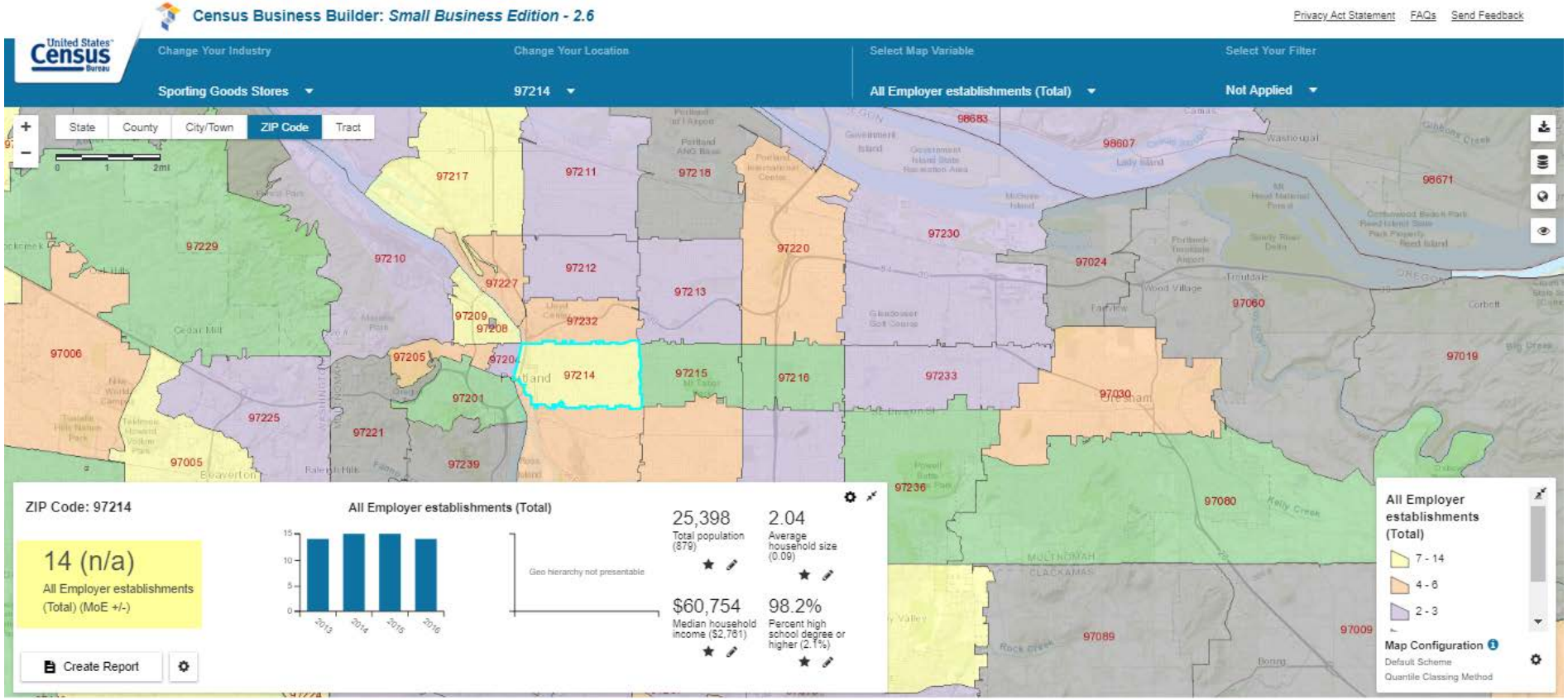
ACS Data in Action: Opening a New Small Business – A Bike Shop in Portland, Oregon



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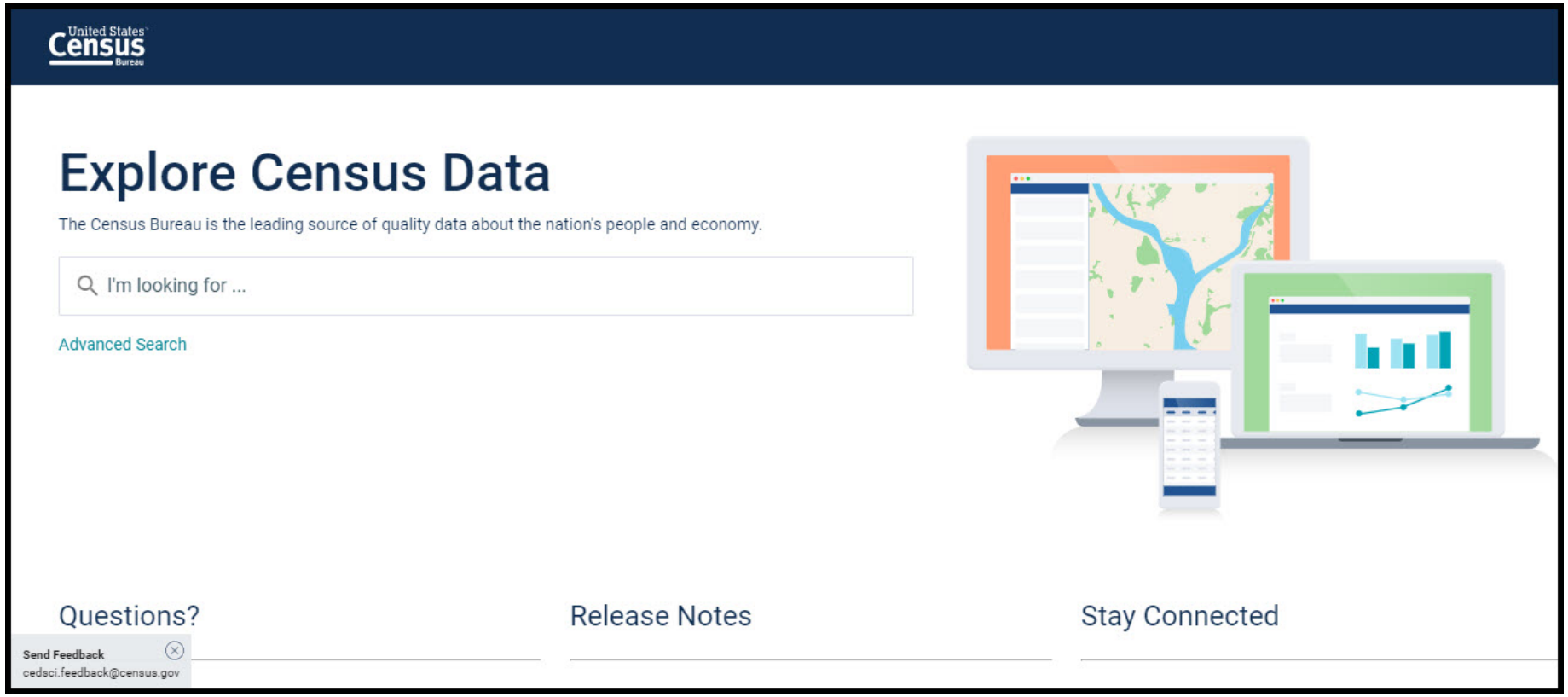
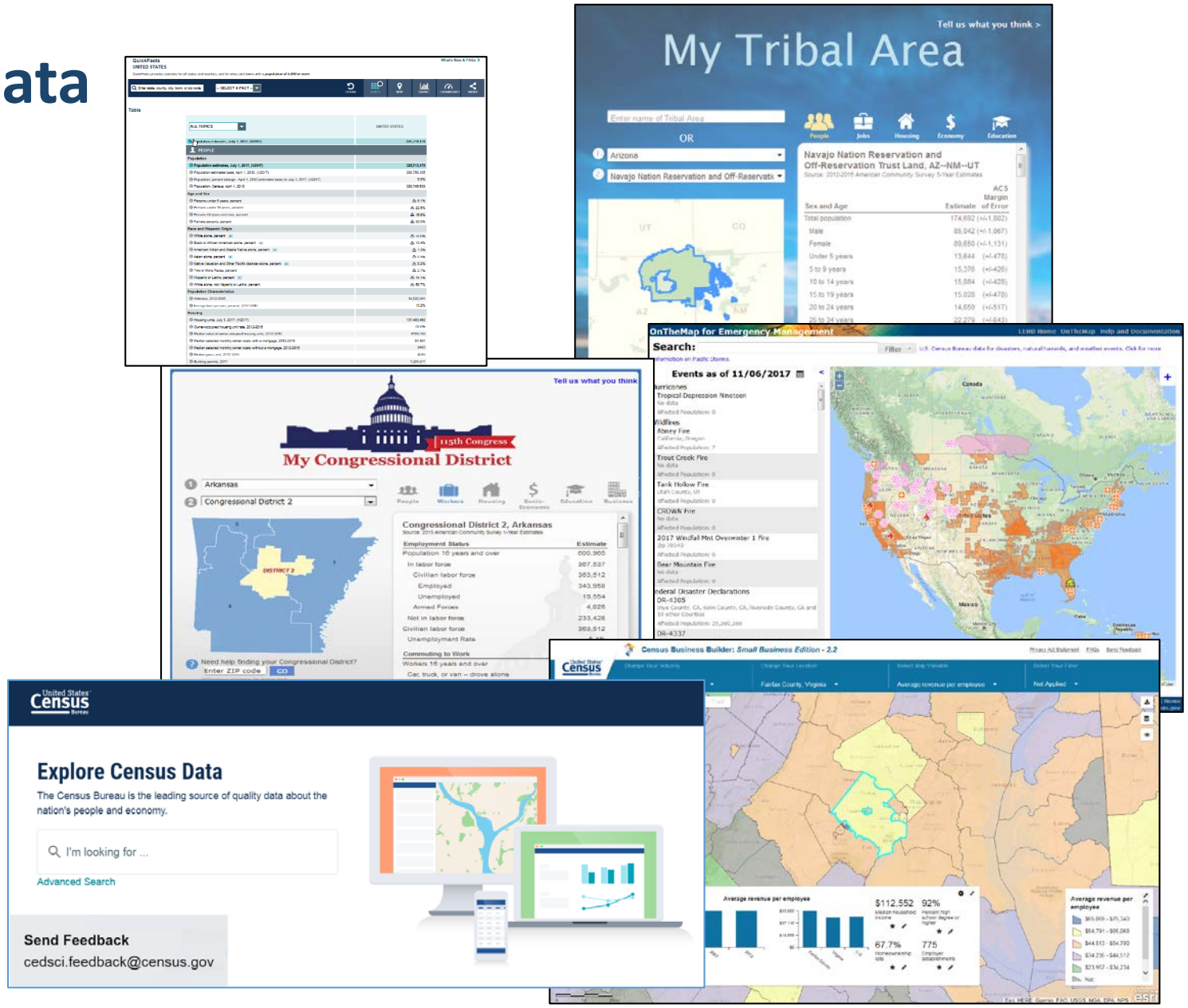
Quick Live Demo



data.census.gov

Selected Ways to Access Data

- QuickFacts
- My Congressional District
- My Tribal Area
- OnTheMap for Emergency Management
- Census Business Builder
- data.census.gov
- TIGER/Line Shapefiles w/ Selected Demographic Data
- Application Programming Interface (API)



census.gov/data/data-tools.html

Data Tell Stories. Tell us Yours!

Your story

Your data details

Your outcome

census.gov/acs/www/share-your-story

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Q & A and Thank You!

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For detailed questions concerning the 2020 Decennial, contact:

301-763-INFO or 800-923-8282

To schedule additional training with a Census Data Dissemination Specialist in your area, please call 844-Ask-Data

Or email us at: census.askdata@census.gov

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Reference Materials

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North American Industry Classification System (NAICS)

www.census.gov/eos/www/naics

- A hierarchical classification system that groups establishments into industries based on the business activities in which they are primarily engaged.
- A comprehensive system covering the entire field of business activities.
- Used to collect, tabulate, analyze, and disseminate statistics.
- A common language used among the United States, Canadian, and Mexican statistical agencies
- Updated every five years

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NAICS Hierarchy

Level	Code	Description
Sector	51	Information
Subsector	515	Broadcasting (except Internet)
Industry Group	5151	Radio and Television Broadcasting
Industry	51511	Radio Broadcasting
U.S. Industry	515112	Radio Stations

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